

Sabrina Fadda

The Founder's COO

Helping founders build companies that scale with confidence.

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The problem

When a company goes from 10 to 20 to 40 people, it doesn't just add headcount — it multiplies complexity. At 10, speed covers the mess. At 20, decisions start slowing down. At 40, you're spending 80% of your time firefighting and wondering why growth stalled.

The real issue isn't talent. It's that the company grew faster than its structure. Nobody fully owns the outcome. Every decision still runs through the founder. And value is leaking in the handoffs between teams that don't talk to each other.

You recognize this:

- You're still in the middle of most operational decisions
- Every week feels like putting out fires
- You hired more people but you're working more, not less
- Teams are busy but growth doesn't follow
- Problems between teams become personal instead of structural

Who I work with

Tech and marketplace companies, post-seed or Series A, **€1–15M revenue**. Typically 15–80 people. Companies where the growth is real but the structure hasn't kept up.

How I work — The 3S Method

Most companies don't have a people problem. They have a structure problem — value leaks in the gaps between teams. My method:

1. Structure

Where decisions stall, who owns what, where value leaks between teams.

2. Systems

Governance, ownership, and processes designed for the stage you're actually at.

3. Scale

Real accountability. A machine that runs without the founder in the room.

Three ways to work together

Fractional COO

Ongoing operational leadership. I work alongside your team, building structure and driving execution. For companies with product-market fit, ready to scale.

Consultant COO

Specific projects with a clear scope: org redesign, team restructuring, M&A integration. I come in, solve the problem, and hand it back.

Advisory

For founders who need a sparring partner. Regular check-ins to challenge your thinking and keep you honest on execution.

Why me

- **I read the P&L and redesign the org.** Real financial training (Deloitte, EY) plus hands-on operational leadership. When I say I find where margin leaks, it's not a metaphor.
- **I make the calls nobody inside wants to make.** 20+ performance transitions managed. Direct pushback on founders when needed. I'm there to build a company that works.
- **I'm not part of your politics.** No legacy relationships, no internal loyalties. I see what's actually happening, not what people want me to see.
- **I've seen this pattern before.** Five companies, same story: departments that don't talk, margin lost in handoffs, founders stuck in the middle of every decision.

Track record

-60%

operational overtime

-25%

operating costs

1 → 17

team built from zero

-15%

accounting overhead